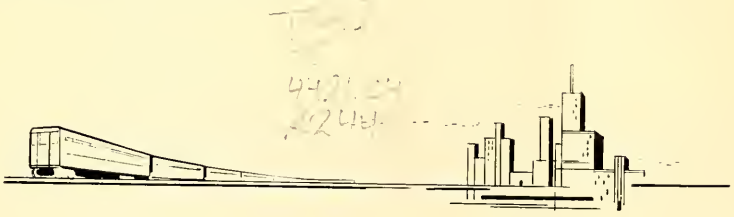
CHICAGO'S CENTRAL COMMERCIAL DISTRICT IS NOT KEEPING PACE WITH GROWTH OF AREA

The population of the Metropolitan Chicago area has increased substantially during the past twenty years, although the growth in population — and in merchandising and office space — has occurred largely in the outlying sections of the city and the suburbs. The central business district has not kept pace with the area growth in shopping, amusements or offices. This is largely the result of the continuing outward movement of population, the growth of outlying business centers and street traffic congestion in and around the central business district.

CENTRAL COMMERCIAL DISTRICT AREA IS VITAL TO A PROSPEROUS CHICAGO

Many organizations and groups have a major interest in maintaining or improving the present status of the central business district. These groups include downtown merchants, property owners and the City of Chicago. The commercial interests want to maintain the value and earning power of their present investments; the City wants to reduce street congestion and maintain the present high property valuation as a tax base; while the CTA, also an interested party, wants to build higher traffic volumes and a better load factor on the transit lines.



TRANSPORTATION SERVICE TO AREA IS CONVENIENT AND MODERN

Extensive improvements have already been made in transportation facilities to and from the downtown area. CTA is modernizing the service to the central business district, and certain buildings and stores have installed direct subway and elevated connections. However, much remains to be done to provide the public with more complete direct building connections and in building up their use. Such connections are extensively used in the subway cities of the east.

Rerouting of the Douglas Park and West Side Expressway (Garfield Park) lines thru the Milwaukee-Dearborn Subway is only a few months away, and now is an appropriate time to begin promoting, first, more transit-building connections, and second, more publicity and effective use of all such present connections.

CTA RAPID TRANSIT RIDING TO LOOP IS HEAVY AND INCREASING

Approximately 235,000 persons now enter the loop area on CTA rapid transit service on weekdays. All trains serving these people operate thru the subways or around the elevated loop. The number of passengers entering the loop area via rapid transit service is only slightly lower now than it was during the peak level of 1926.

It is also significant that the proportions of the total persons entering the area via CTA rapid transit (27.8%) has increased steadily over recent years and is now only slightly below the level of 1926.

The following table shows the total number of persons entering the central business district by all forms of transportation and the number of passengers entering the district via elevated and subway lines during the 12 hours, 7:00 A.M. to 7:00 P.M., on typical weekdays in May of various years:

PERSONS ENTERING CENTRAL BUSINESS DISTRICT

Year	Total	Via Rapid Transit System*	% of Total Via Rapid Transit
1926	880,859	256,286	29.1
1931	843,010	191,540	22.7
1935	775,694	169,690	21.9
1940	824,366	191,875	23.3
1945	817,792	212,215	26.0
1950	880,233	199,351	22.6
1951	900,787	216,288	24.0
1952	885,559	222,753	25.2
1953	850,847	228,853	26.9
1954	855,547	235,877	27.6
1955	851,879	236,554	27.8

* Includes C.N.S. & M. Ry. and C.A. & E. Ry. Passengers. (3,517 in 1955).

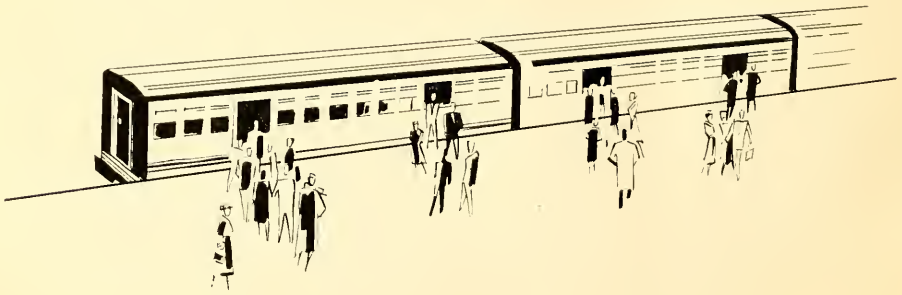
SUBWAYS ENHANCE VALUE OF STREET

The State Street subway now serves nearly half of all rapid transit passengers boarding in the loop area. The subway has thus diverted to State Street many passengers who formerly boarded at other loop elevated stations. On an average weekday approximately 75,000 persons board at the subway stations on State Street, Lake to Congress, inclusive. The table on Page 3 of the Appendix shows the distribution of these passengers among individual stations.

This concentration of passengers boarding and alighting from rapid transit service on State Street is an important factor in maintaining the street as the outstanding shopping center of the city. The rerouting of the West Side Expressway and the Douglas Park lines in a few months, providing faster, convenient service with modern equipment thru the Milwaukee-Dearborn subway, will further strengthen the position of the downtown shopping area.

An estimated 65,000 people will enter the central business district via the Milwaukee-Dearborn subway on weekdays. This will be more than double the number now entering by this subway and will be more than 75% of the volume entering via the State Street subway.

The table on Page 4 of the Appendix shows the estimated use of the various Milwaukee-Dearborn subway stations by these people.



SOME ORGANIZATIONS ARE BENEFITING FROM DIRECT SUBWAY CONNECTIONS

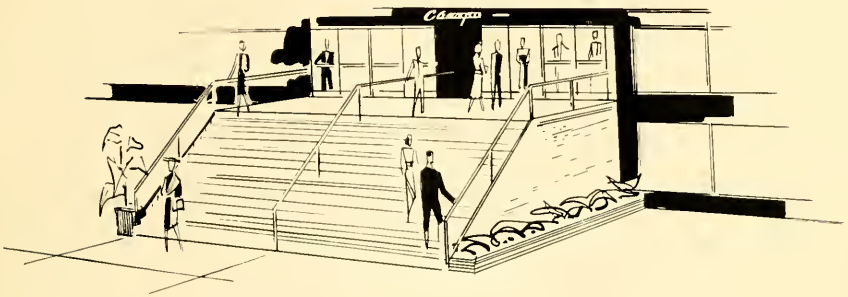
There are now 13 loop buildings with direct subway or elevated connections, 5 of which are retail stores with connections to both subway and elevated. Two railroad stations—La Salle Street and Chicago, North Shore and Milwaukee—have connections to the elevated loop. Only 48% of the State Street building frontage (Randolph to Congress Street) is now served by direct entrances to State Street Subway mezzanines, and only the First National Bank, the State-Madison and the Dearborn-Jackson Recreation Buildings have direct entrances to the Milwaukee-Dearborn subway.

The map on Page 1 in the Appendix shows additional details of these connections.

SUBWAY-STORE-OFFICE BUILDING CONNECTIONS ACCOMMODATE MANY PEOPLE

Counts were made recently of passengers using direct connections between the State Street subway and certain department stores. These counts, which cover the period 9:00 A.M. to 6:00 P.M. on typical week-days and 9:00 A.M. to 8:45 P.M. for days when stores are open evenings, show that nearly 19,000 people entered or left via these entrances at the Washington-Madison station, and the volumes at other stations were also high. The results of this check are shown in summary and chart form on the maps, Pages 6 and 7 of the Appendix.

CENTRAL COMMERCIAL DISTRICT CAN BENEFIT BY INCREASING USE OF DIRECT CONNECTIONS TO SUBWAYS



If the central business district is to hold its present patronage and position, it must make its facilities convenient to reach by patrons and employees. There appears little opportunity to improve the accessibility of downtown buildings to private automobiles as parking space is limited.

There is, however, one important way in which many stores, office buildings and other business enterprises in the central district can improve their positions and increase patronage to offset this trend toward decentralization. That is by giving greater publicity to the convenient, direct connections to the subways and elevated stations where they now exist and by establishing more such direct connections in the area. Approximately 235,000 persons now enter the loop on CTA rapid transit service on week-days. This riding is increasing steadily and is now 15% above the level of five years ago.

Only in the central business district is the public afforded the convenience of direct, undercover connections between commercial buildings and transportation service. Such connections are important to both patrons and employees. They are valuable assets during all seasons of the year, and undoubtedly make the central business district attractive for shopping, other business transactions and as an area for employment.

OTHER STORES AND OFFICE BUILDINGS CAN BENEFIT FROM DIRECT SUBWAY CONNECTIONS

Many additional loop buildings have direct connection possibilities with the State Street or Milwaukee-Dearborn subways or with the mezzanine connecting passageways between the subways. The map on Page 1 of the Appendix shows 27 such possible connections.

There are interesting possibilities of store connections from the mezzanine level passageway to Hillman's Pure Food Store and the Stop and Shop store, which directly adjoin the northerly passageway.

Other outstanding possibilities for direct subway connections are the Inland Steel Building, now under construction at Dearborn and Monroe Streets; other stores in the State-Madison Building; the Edison-Marquette Building and The Fair Store. With subway connections to the Edison-Marquette Building, the Fair, and the Palmer House, passengers, store customers and employees could move below street level from Clark Street to State Street and to Wabash Avenue.

COMMERCIAL FRONTAGE ON SUBWAY PASSAGEWAYS HAS HIGH POTENTIAL VALUE

A substantial number of people are now using the two subway-to-subway passageways. As shown in the Table on Page 5 of the Appendix, 10,046 pedestrians used the Randolph-Washington passageway during the 14 hours of a recent weekday, and 5,249 used the Quincy passageway during an 11-hour day. With such a volume of use for thru passage only, the potential patronage for establishments opening on the passageways should be great.

CTA OFFERS TECHNICAL ASSISTANCE IN PLANNING SUBWAY ENTRANCES

Chicago Transit Authority engineers and architects will be pleased to collaborate with others interested in planning new entrances to mezzanine stations and passageways or in improving present entrances.

PRINCIPAL BENEFITS OF DIRECT, UNDERCOVER TRANSIT-BUILDING CONNECTIONS

To Merchants and Building Owners:

Will help sustain or increase sales and office rentals.

Will help maintain business volume on days when weather conditions restrict travel out-of-doors.

Will increase shopping by office workers enroute home.

To Persons Making Business Trips to the Central District and Persons Employed in the Area:

Will improve the convenience of trips to stores and other buildings in this area.

Will reduce the time required to travel to and from the downtown district.

Will enhance the attractiveness of downtown shopping and other activities by enabling people to move about the area free from the annoyance of congested streets and sidewalks. This is especially important to women traveling with young children.

Will make "out of the weather trips" possible for more people on bad weather days when shopping is easier due to lighter store traffic.

UNDERCOVER PEDESTRIAN TRAVEL IS CONVENIENT BY SUBWAY CONNECTIONS

Direct building connections with the subways provide the public with a wide variety of routings for sheltered pedestrian travel in the loop area unhampered by vehicular traffic. The map on Page 2 of the Appendix shows routings of this type available via stores, other buildings and subways. Pedestrian use of these passageways undoubtedly generates sales. Store connections at subway level serve many people in eastern cities.

With such interconnections of buildings, shoppers could visit several stores and, more frequently than at present, could make complete shopping trips to the Loop without going out on the street. This would be most advantageous to the public during the winter and periods of rain. Congested sidewalks and street intersections discourage people from making business and shopping trips downtown.

PASSAGEWAY ARCADES ARE GOOD BUSINESS LOCATIONS

Another method of developing basement passageways is to subdivide the space into shops with store fronts and entrances facing the passageway. This plan, which is particularly well suited to office buildings with many small shops, is also used extensively in the East. An excellent illustration of such a development is the basement arcade of the State-Madison Building.

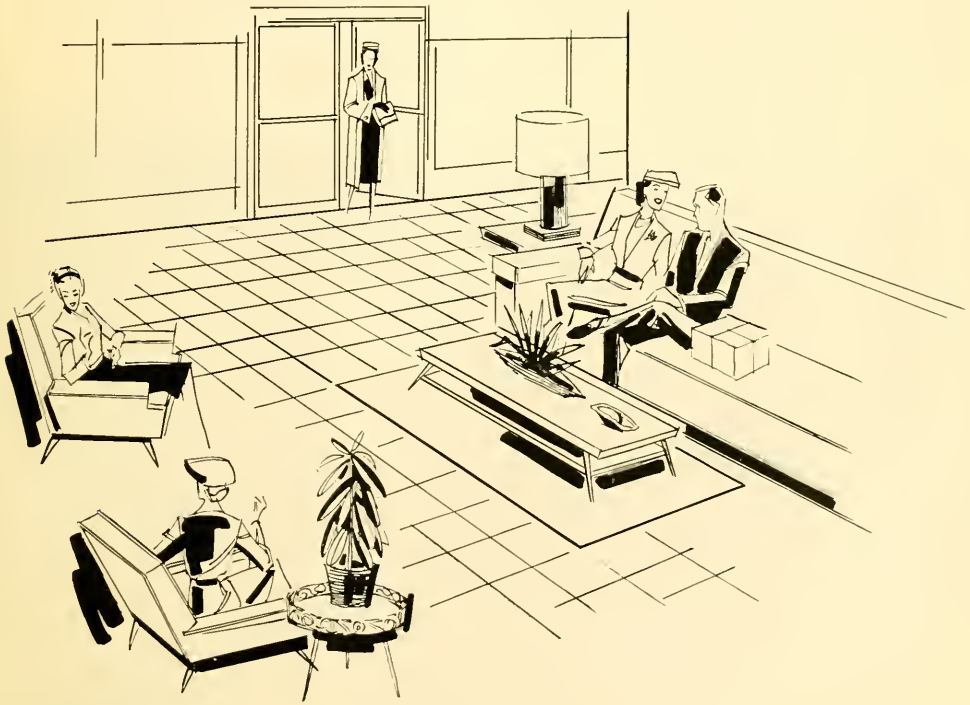
There are possibilities of developing self-supporting arcade passageways in some other buildings including the basement of the Edison-Marquette Building between Clark and Dearborn Streets and in the basement of the Palmer House between State Street and Wabash Avenue. A thru east-west passageway in the first basement of the Edison-Marquette Building could serve employees and could be used for travel to and from the Milwaukee-Dearborn subway. Such a passageway could be lined with display windows and the adjacent space developed for restaurants, appliance sales, and demonstration shops as use of the passageway increased.

WAITING ROOM ENVIRONMENT AND SIGNING ATTRACTS CUSTOMERS

An opportunity often overlooked in connection with subway entrances to stores and other buildings is that of creating a reception and waiting room environment just inside the entrance.

With a moderate amount of planning, space with chairs, etc., made available, and surrounding displays of merchandise attractively arranged, an atmosphere can be created that will encourage patronage.

Suitable and adequate signing within stores and other buildings directing people to entrances and exits are highly desirable for most effective merchandising.



TYPES OF TRANSIT-STORE-BUILDING CONNECTIONS

At least three different schemes may be used for connecting basement building space to the subway mezzanine stations. Possibilities of these are illustrated on Pages 1 and 2 of the Appendix as follows:

Plan 1. Pedestrian passageways constructed under the sidewalks and outside of building lines.

Plan 2. Pedestrian passageways constructed within the buildings inside of building lines. With this procedure display frontage could be constructed along one side of the passageways at less cost than under Plan 1 above.

Plan 3. Openings in walls between buildings without restricting pedestrian access to passageways.

PROMOTION OF SUBWAY CONNECTIONS IS READILY POSSIBLE

Publicity on Location of Stores and Other Buildings — Publicity on the location and convenience of downtown stores and office buildings can be provided by Chicago Transit Authority, State Street Council, The Building Managers' Association and others including individual stores and property owners.

Stores can publicize their direct subway connections in several ways to develop greater use of these conveniences. This promotion can include the following items:

1. Change the name of the basement to the "Subway Store."

2. Include references to the convenient subway connections in advertisements — newspapers, radio, television, etc. This would be particularly appropriate during hot weather in summer and periods of snow, slush or rain in fall, winter and spring.

3. Publicize advantages of Traffic-Free "L"-Subway.

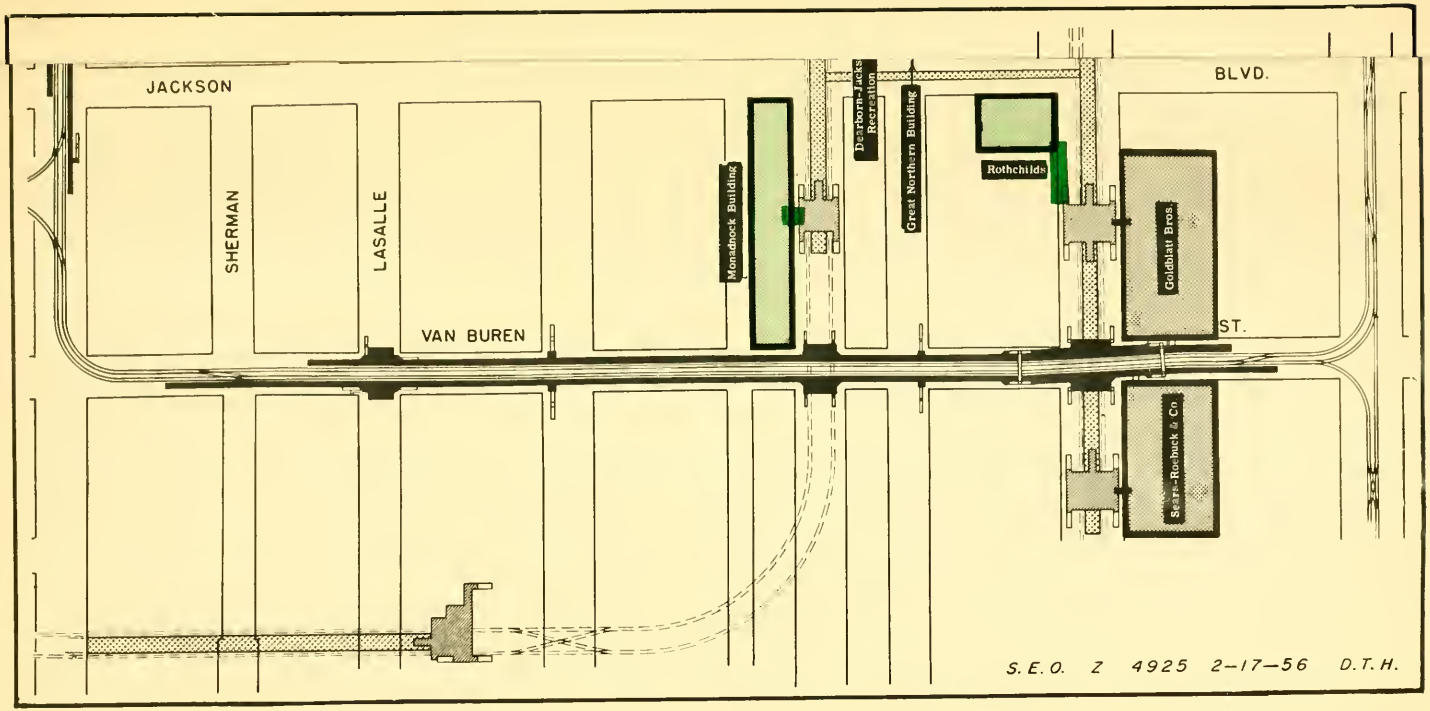
4. Point out the outstanding convenience of off-street, undercover entrances for women shopping with children.

5. Department stores can publicize the advantage of using the subway route with its undercover connections for shopping in the Loop without exposure to weather or traffic.

On most of these points appropriate publicity could also cover the direct connections with the Elevated Loop.

APPENDIX

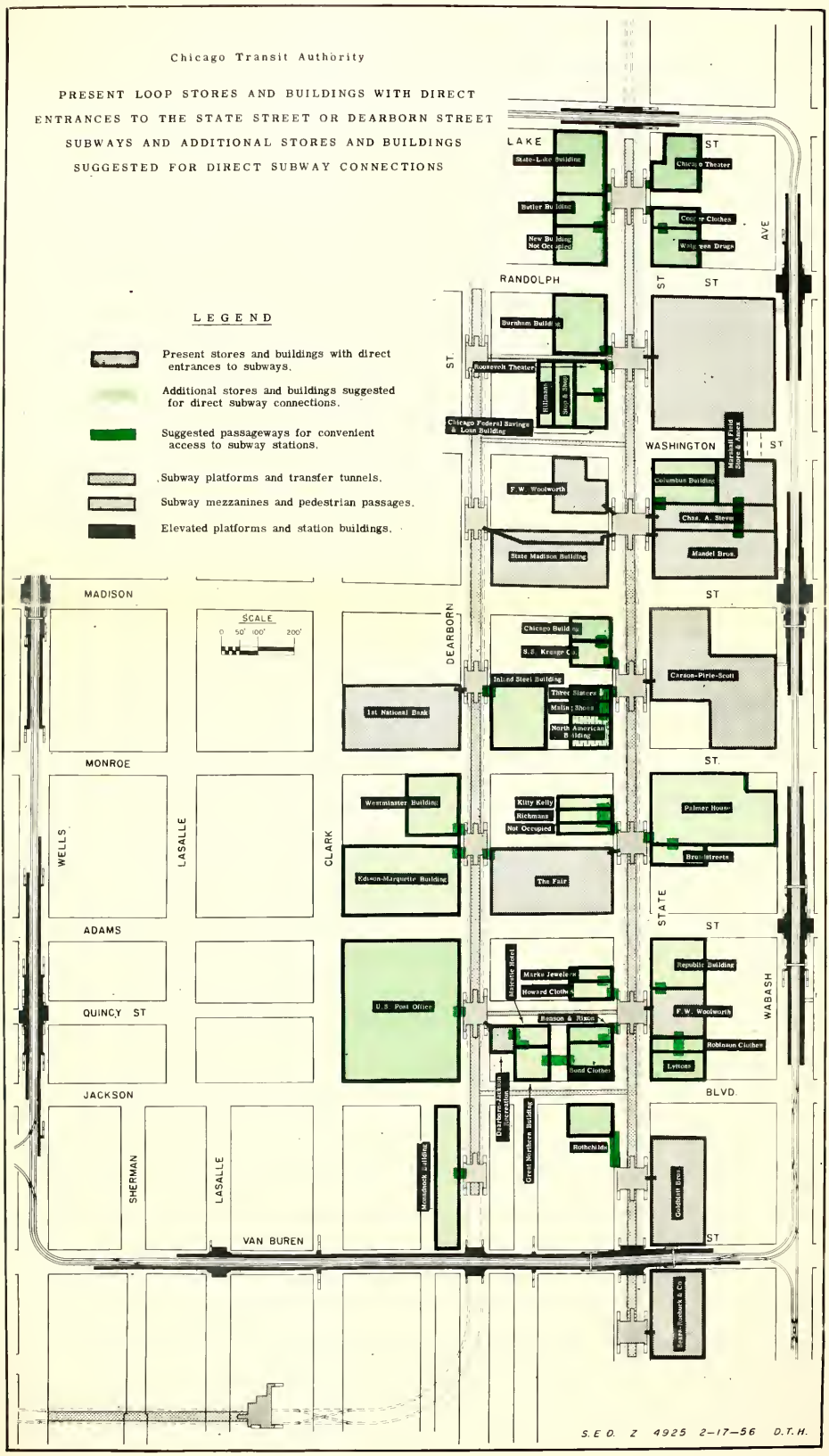
TABLE OF CONTENTS


JACKSON
SHERMAN
LASALLE
VAN BUREN
Monadnock Building
Dearborn-Jacks Realty Co.
Great Northern Building
Rothchilds
BLVD.
Goldblatt Bros.
ST.
Sears-Roebuck & Co.
S.E.O. Z 4925 2-17-56 D.T.H.

1

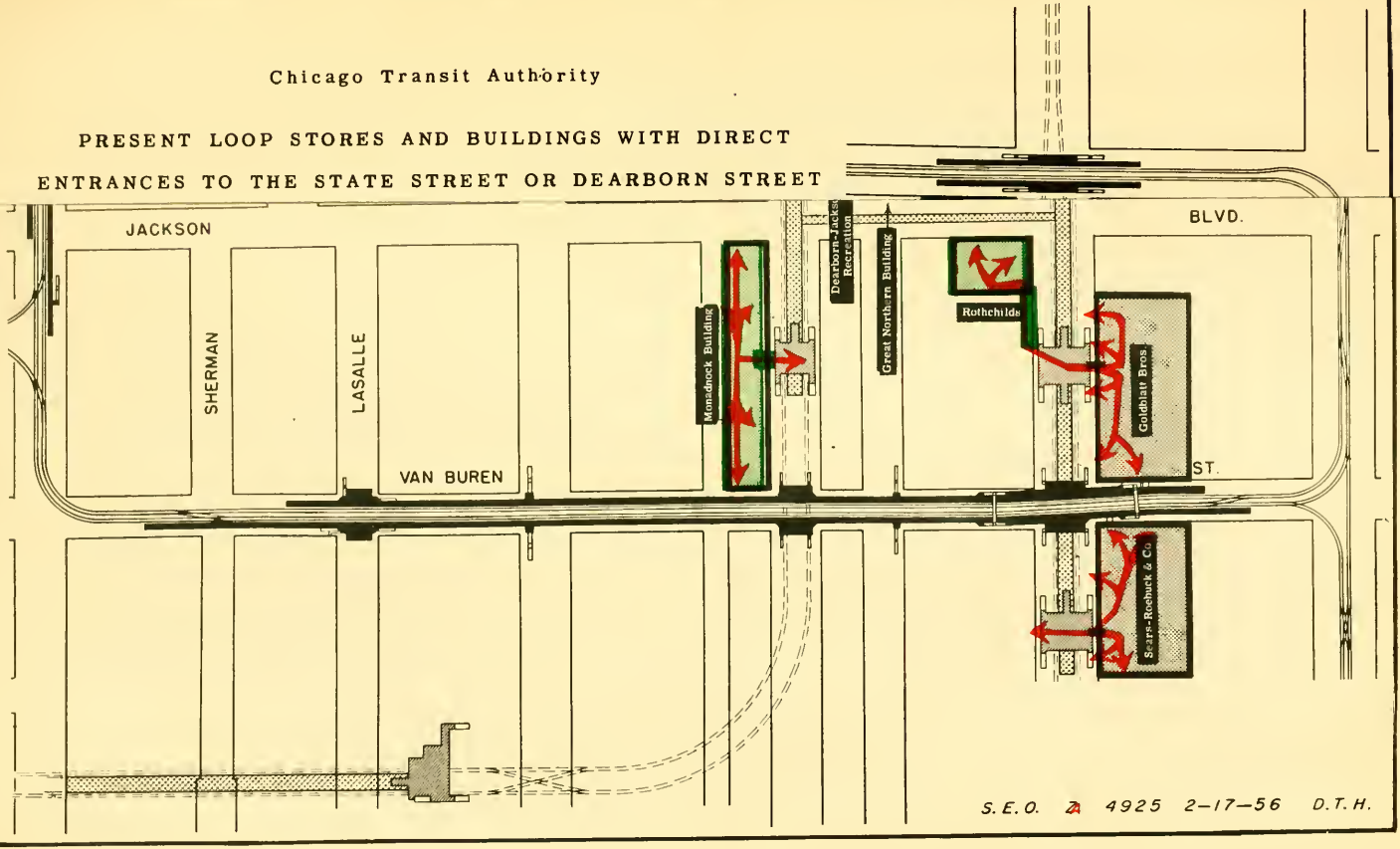
Chicago Transit Authority

PRESENT LOOP STORES AND BUILDINGS WITH DIRECT ENTRANCES TO THE STATE STREET OR DEARBORN STREET SUBWAYS AND ADDITIONAL STORES AND BUILDINGS SUGGESTED FOR DIRECT SUBWAY CONNECTIONS



Chicago Transit Authority

PRESENT LOOP STORES AND BUILDINGS WITH DIRECT ENTRANCES TO THE STATE STREET OR DEARBORN STREET



Chicago Transit Authority

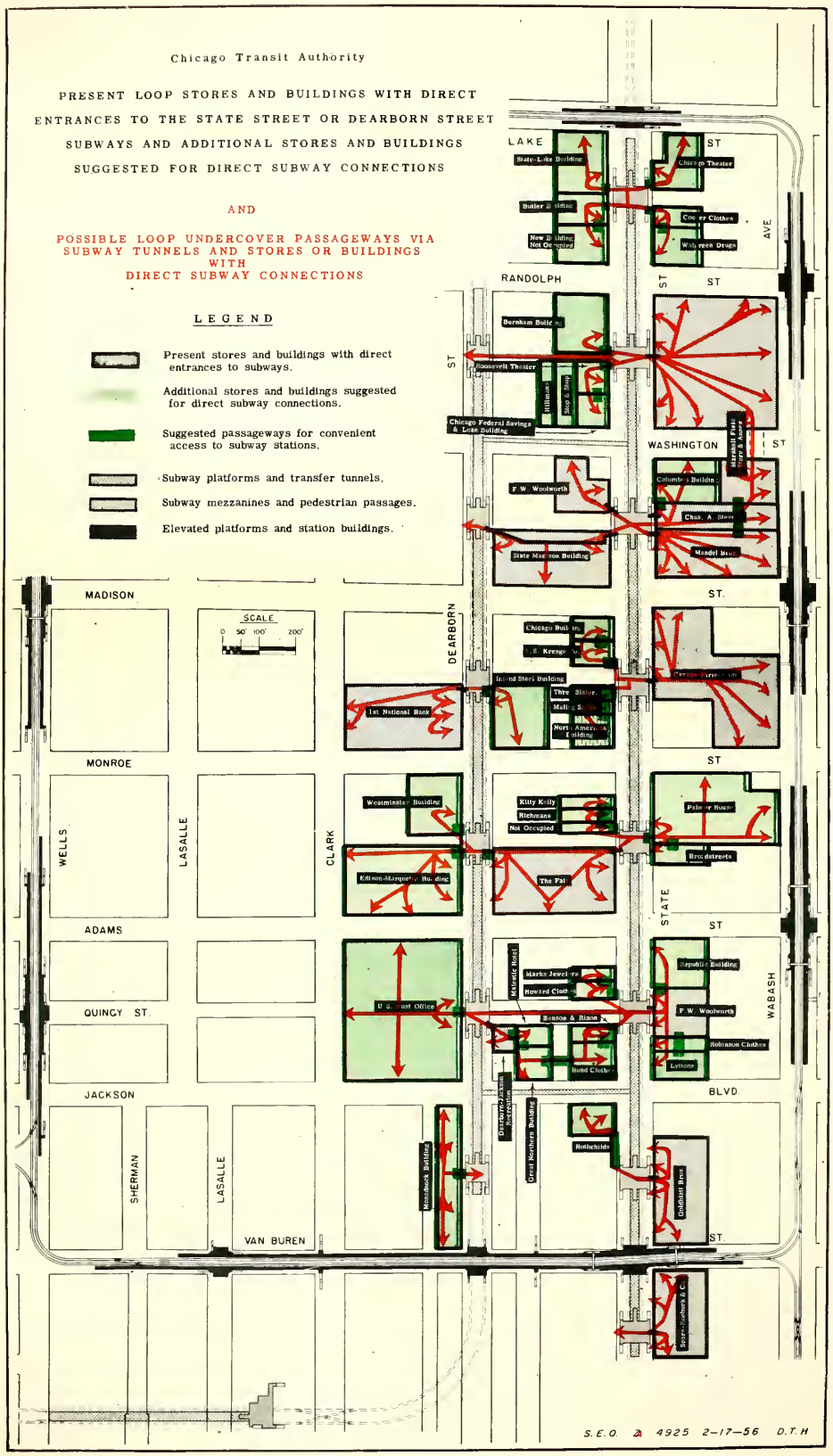
PRESENT LOOP STORES AND BUILDINGS WITH DIRECT ENTRANCES TO THE STATE STREET OR DEARBORN STREET SUBWAYS AND ADDITIONAL STORES AND BUILDINGS SUGGESTED FOR DIRECT SUBWAY CONNECTIONS

AND

POSSIBLE LOOP UNDERCOVER PASSAGEWAYS VIA SUBWAY TUNNELS AND STORES OR BUILDINGS WITH DIRECT SUBWAY CONNECTIONS

LEGEND

- Present stores and buildings with direct entrances to subways.
- Additional stores and buildings suggested for direct subway connections.
- Suggested passageways for convenient access to subway stations.
- Subway platforms and transfer tunnels.
- Subway mezzanines and pedestrian passages.
- Elevated platforms and station buildings.



S.E.O. A 4925 2-17-56 D.T.H

ESTIMATED DAILY USE OF STATIONS IN THE MILWAUKEE-DEARBORN SUBWAY AFTER REROUTING OF GARFIELD PARK AND DOUGLAS PARK SERVICE THRU SUBWAY

Station	Weekday Incoming Passengers 12 Hours 7 A.M. to 7 P.M.	24 Hours
Lake-Wells	4600	5300
Clark-LaSalle	3700	4200
Randolph-Washington	11600	13300
Washington-Madison	8600	9900
Madison-Monroe	5400	6200
Monroe-Adams	5900	6800
Adams-Jackson	6400	7400
Jackson-Van Buren	4500	5200
Congress-LaSalle	5800	6700
Totals	56500	65000

Station	Weekday Outgoing Passengers 12 Hours 7 A.M. to 7 P.M.	24 Hours
Lake-Wells	4100	4700
Clark-LaSalle	3300	3700
Randolph-Washington	10200	11800
Washington-Madison	7600	8800
Madison-Monroe	4800	5500
Monroe-Adams	5200	6000
Adams-Jackson	5500	6600
Jackson-Van Buren	4000	4600
Congress-LaSalle	5100	5900
Totals	49800	57600

WEEKDAY PEDESTRIAN USE OF SUBWAY MEZZANINE UNDERPASSES BETWEEN STATE STREET AND MILWAUKEE-DEARBORN SUBWAYS

60 Minute Period Ended	Randolph-Washington Passageway		Quincy Passageway	
	East Bd.	West Bd.	East Bd.	West Bd.
8 A.M.	341	391	155	621
9 A.M.	808	1231	306	1358
10 A.M.	233	662	81	226
11 A.M.	116	250	28	61
12 Noon	94	197	35	55
1 P.M.	147	199	74	94
2 P.M.	123	204	41	75
3 P.M.	190	204	52	76
4 P.M.	262	224	76	86
5 P.M.	1040	517	497	171
6 P.M.	944	787	727	354
7 P.M.	156	232		
8 P.M.	83	126		
9 P.M.	125	160		
Totals	4662	5384	2072	3177

NOTE:

Dates of Counts:

Randolph-Washington Passageway — 7 A.M. to 2 P.M. Fri. 2/17/56
2 P.M. to 9 P.M. Thur. 2/16/56

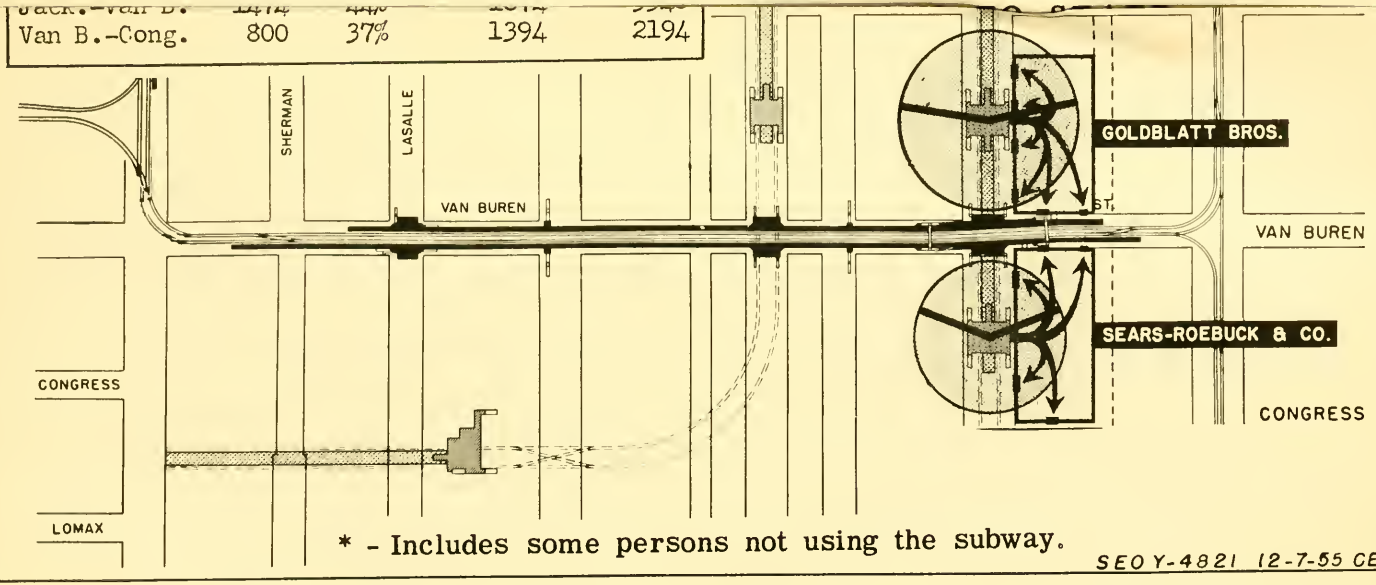
Quincy Passageway — 7 A.M. to 12:30 P.M. Tues. 2/14/56.
12:30 P.M. to 6 P.M. Wed. 2/15/56.

WEDNESDAY CHECK
9 Hours

RAPID TRANSIT PASSENGERS *

ENTERING AND LEAVING STATE STREET STORES AND

Jack.-Van B.	1474	44%	1914	3388
Van B.-Cong.	800	37%	1394	2194



* - Includes some persons not using the subway.

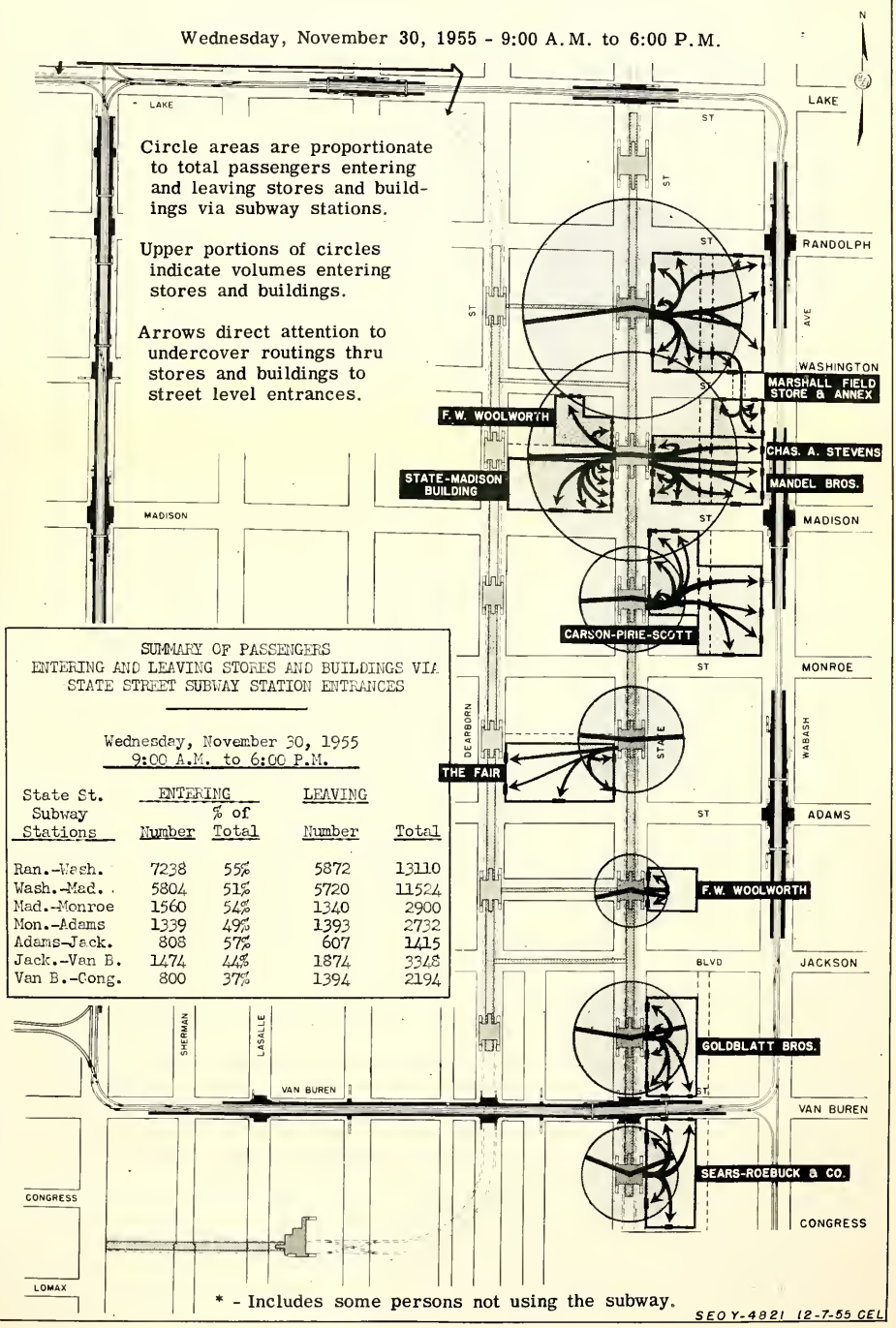
SEO Y-4821 12-7-55 CEL

WEDNESDAY CHECK
9 Hours

RAPID TRANSIT PASSENGERS *

ENTERING AND LEAVING STATE STREET STORES AND BUILDINGS VIA DIRECT CONNECTIONS TO STATE STREET SUBWAY STATIONS

Wednesday, November 30, 1955 - 9:00 A.M. to 6:00 P.M.



Circle areas are proportionate to total passengers entering and leaving stores and buildings via subway stations.

Upper portions of circles indicate volumes entering stores and buildings.

Arrows direct attention to undercover routings thru stores and buildings to street level entrances.

SUMMARY OF PASSENGERS
ENTERING AND LEAVING STORES AND BUILDINGS VIA STATE STREET SUBWAY STATION ENTRANCES

Wednesday, November 30, 1955
9:00 A.M. to 6:00 P.M.

State St. Subway Stations	ENTERING Number	ENTERING % of Total	LEAVING Number	LEAVING Total
Ran.-Wash.	7238	55%	5872	13110
Wash.-Mad.	5804	51%	5720	11524
Mad.-Monroe	1560	54%	1340	2900
Mon.-Adams	1339	49%	1393	2732
Adams-Jack.	808	57%	607	1415
Jack.-Van B.	1474	44%	1874	3348
Van B.-Cong.	800	37%	1394	2194

* - Includes some persons not using the subway.

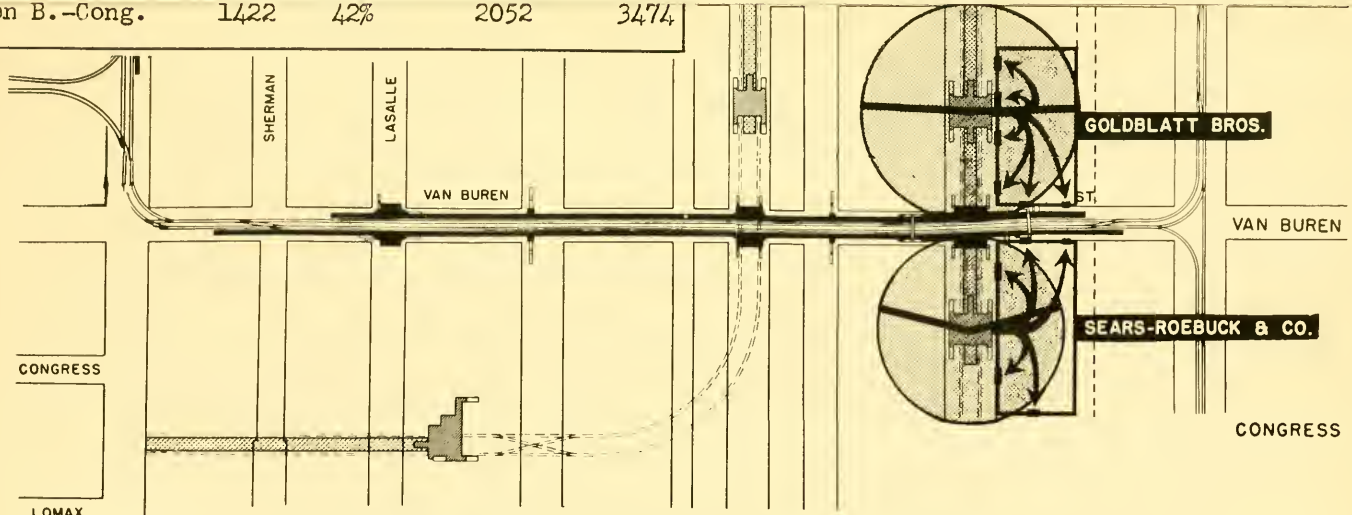
SEO Y-4821 12-7-55 CEL

MONDAY CHECK
11 3/4 Hours

RAPID TRANSIT PASSENGERS *

ENTERING AND LEAVING STATE STREET STORES AND

Van B.-Cong.	1422	42%	2052	3474



*- Includes some persons not using the subway.

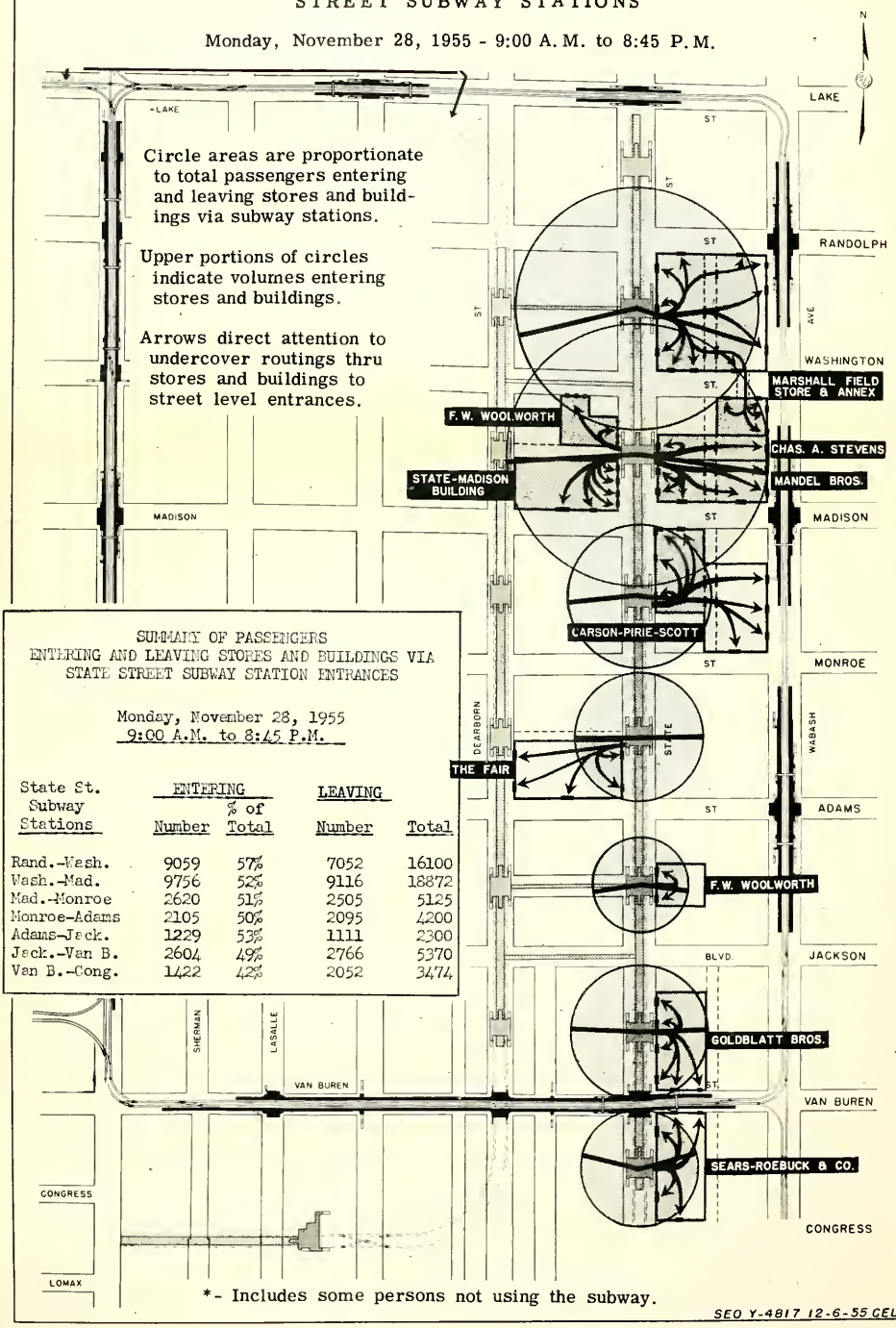
SEO Y-4817 12-6-55 CEL

MONDAY CHECK
11 3/4 Hours

RAPID TRANSIT PASSENGERS *

ENTERING AND LEAVING STATE STREET STORES AND BUILDINGS VIA DIRECT CONNECTIONS TO STATE STREET SUBWAY STATIONS

Monday, November 28, 1955 - 9:00 A.M. to 8:45 P.M.



SUMMARY OF PASSENGERS
ENTERING AND LEAVING STORES AND BUILDINGS VIA
STATE STREET SUBWAY STATION ENTRANCES

Monday, November 28, 1955
9:00 A.M. to 8:45 P.M.

State St. Subway Stations	ENTERING Number	ENTERING % of Total	LEAVING Number	LEAVING Total
Rand.-Wash.	9059	57%	7052	16100
Wash.-Mad.	9756	52%	9116	18872
Mad.-Monroe	2620	51%	2505	5125
Monroe-Adams	2105	50%	2095	4200
Adams-Jack.	1229	53%	1111	2300
Jack.-Van B.	2604	49%	2766	5370
Van B.-Cong.	1422	42%	2052	3474

*- Includes some persons not using the subway.

SEO Y-4817 12-6-55 GEL